

Story County Board of Supervisors 1st Quarter Workforce Update

April 26, 2022



March 2022 Story County Unemployment: 2.1% (3.1% March 2021)

Career Fairs Activity since January 1st

Big XII Virtual Career Fair

Iowa State University Welcome Fest

University of Northern Iowa Career Fair



WorkInAmes.com Statistics

Facebook:

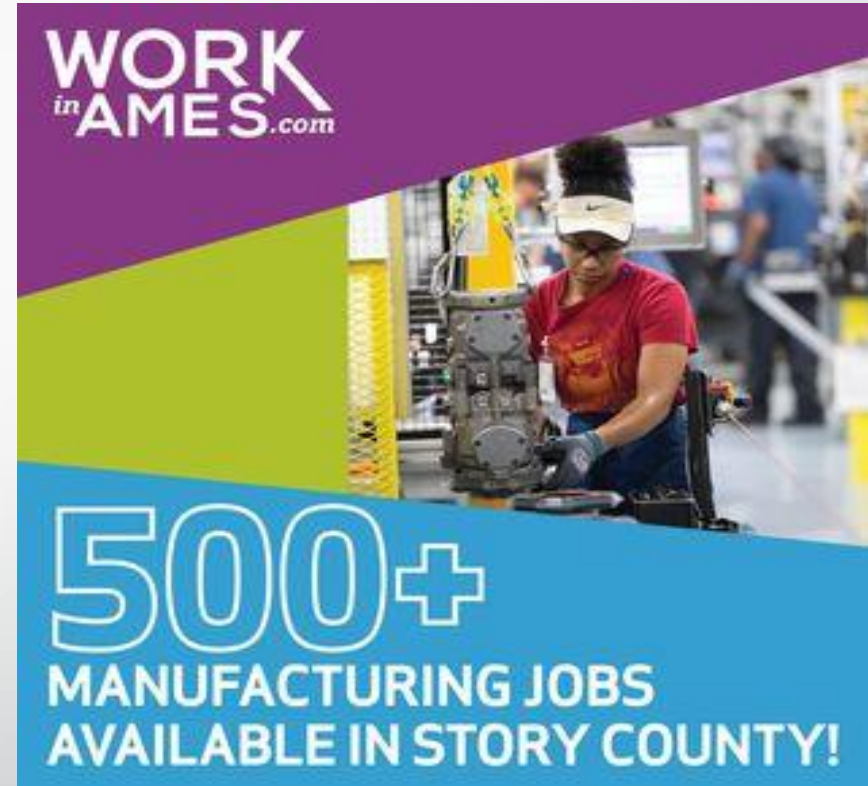
36 posts
31,635 people reached
4.5% avg. engagement rate
1676 followers

Twitter:

22 Tweets
1,924 Impressions
3.7% engagement rate

Website:

4,709 users
92% of users are new
32,591 total page views



Career Fairs - April & May:

IWD / Ames Library (April 13th)

- 18 employers on site
- First 30 minutes reserved for veterans and their spouses, -- Private interviews scheduled for the last hour.

#Get A Job / North Grant Mall (April 23rd)

- Geared for youth ages 14-24
- 42 employers registered
- Hosts by: Ames Chamber, YSS, SCCAN, BeRare Initiative, IowaWorks, and CFI Connect 2 Careers.



See Yourself in Ames



March – Business Etiquette

May 25 – ISU Research Park, Topic: Innovation

June 28 – Iowa Cubs Game at Principal Park

July – TBD, ISU Athletics

July – TBD, Virtual event

October – Personal Branding with Lawrence Cunningham



PK-12 Engagement

School Improvement (SIAC) Ames CSD

Regular communication with Story County school districts / student opportunities

- Agldea
- Mullenbach Construction

FFA Judging & Student Engagement

Colo CSD Career Fair

Ames CLNA Meetings

4H Career Pathways informal session for students 8-12 grade

Questions ?

